



## Documentary filmmakers help build trust between Canadian consumers and food sector

As farmers, we are all aware that most consumers do not know enough about agriculture. Of all aspects of the food system, Canadians report understanding the least about farmers. This awareness gap is a failure on the part of the food system as a whole. Consumers “have concerns about ... a lack of overall transparency [within the food system]” (Sutherland et al., 2020, “Consumer insights on Canada’s food safety and food risk assessment system”); yet, they are “sympathetic” towards farmers despite lacking knowledge of production practices (Spooner et al., 2014, “Attitudes of Canadian citizens toward farm animal welfare: A qualitative study”).

The Guelph Statement (November, 2021) prioritizes “fostering awareness of sector commitment to the sustainable production [tackling climate change and environmental protection to support GHG emissions reductions] of safe, high-quality food and building public trust...” As farmers, we want our stories told directly, honestly, and with recognition that we, as producers, are committed to sustainable practices.

Over the next two years, the National Farmers Union is teaming up with award-winning documentary filmmakers, Tamer Soliman and Sarah



Douglas, of March Forth Creative Inc. to film and present 40 farm stories that will connect Canadian consumers with their farmers and the sustainable initiatives that they are undertaking on their farms. With many other ag organizations, we will be making these available on-line and via film screenings. We will be promoting them throughout fall/winter 2023/2024 with the intent to inform Canadian consumers about the people who

feed their families.

The National Farmers Union is grateful to pursue this project with the funding support of Agriculture and Agri-Food Canada, and to our many partners in the sector who will help propel this film series to the Canadian consumers.

To learn more, scan the QR code or visit us at [www.nfu.ca/filmsabout](http://www.nfu.ca/filmsabout) farming today.



### Local News/Events

**Local 340 (Waterloo-Wellington)** will be hosting our Annual General Meeting (AGM) in-person on Saturday, February 11 at 6:00 p.m. at the Stone Crock (1402 King St N, St. Jacobs, ON). Join for regional updates, elections, and fine company! For more details, please contact the Local 340 at [nfu.local340@gmail.com](mailto:nfu.local340@gmail.com)

## Planning to Save the Soil 2023 Farmland Forum

March 23<sup>rd</sup>, 2023



**Registration is open!**

[www.ontariofarmlandtrust.ca/forum](http://www.ontariofarmlandtrust.ca/forum)



Guelph, ON



and online

How does food production, community planning, and farmland preservation intersect?

**Come find out at the Farmland Forum!**